JULY/AUGUST 1993
VOLUME 4 ISSUE 10

DIGITALK

MEMO TO THE TROOPS -

RESTRUCTURING FOR FY94 SUCCESS

page 2

A SPECIAL PLACE -

THE HOBART OFFICE IN PROFILE

page 5

DIGITAL AND MICROSOFT -

TAKING A 'FAST FORWARD' LEAP TO SUCCESS

page 6

DIGITAL MAKES A BIG IMPRESSION AT THE BLACKWOODS FAIR

page 7

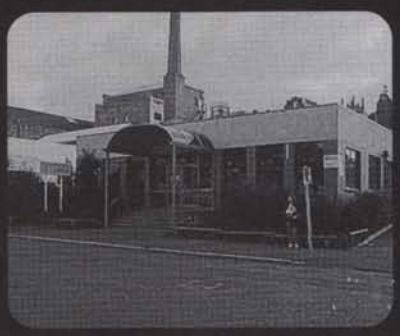
SELF AWARENESS AND PLANS FOR THE FUTURE -

WOMEN IN DIGITAL WORKSHOPS

page 8

RUGBY SPONSORSHIP SCORES PUBLICITY TOUCHDOWN

page 12



digital

RON LARKIN on RESTUCTURING

Thanks to your valued efforts, SPR is having an excellent year. We are exceeding our goals on many fronts – customer satisfaction, profitability and revenue generation, quality initiatives, business management and market share gains.

All functions in HQ, Manufact-uring and the field have contributed to our results. Strong teamwork has also been an important factor. In summary, we have made enormous progress in becoming the best customer-focused company in our industry. **Indeed IDC recently named Digital the Number 1 success story of the 1990s.**

We have many opportunities and challenges before us. The pace of change in our industry continues unabated. Customer expectations of support and value from their suppliers will be higher than ever before. Our Channels partners have more to contribute but they too expect more from us.

We cannot sit still and rest on our accomplishments from FY93. In order for us to capitalise on our opportunities, meet the challenges of the marketplace and our customers, and prepare us for the future, we can and need to improve further by adding a new dimension to our operation.

In addition to our strong customer focus, we can benefit from increased strategic planning and market development. Our organisation structure is being strengthened to become more market driven.

First, we will continue with our successful customerfocused field organisation led by our General Managers. They continue to lead our efforts in customer satisfaction. They continue to be responsible for achieving our operating results measured in growth and profitability.

The Field General Managers are:

John Bolton SA/NT
Mike Edmiston Queensland
Hugh Johnson NSW
Rim Keris Finance, Insurance and Banking
Cris Nicolli Vic/Tas
Mike Shade WA
Olaf Moon ACT
Barry Kay Fiji

The Field General Managers continue to report to **Maurie Hill.**

Nick Bessey continues as our **NZ Managing Director.**

Secondly, we will continue with the strong leadership, guidance and support from the SPR functional groups including Professional Services, Human Resources, Finance, Legal, Information Services, Operations, Engineering, Manufac-turing, Logistics and our Quality team.

Thirdly, I have announced the following market driven Product Business Units (PBUs) and Customer Business Units (CBUs). These new positions align SPR with the Corporate Business Units and their GIA counterparts.

PRODUCT BUSINESS UNITS

* **Multivendor Customer Services** is managed by **Graeme Shorter**.

* **Personal Computers, Components and Peripherals, and Storage Business Units**. These PBUs will be managed by **Rustom Kanga**. Rustom will also continue as the General Manager of our Desktop group.

CUSTOMER BUSINESS UNITS

* **Financial, Professional and Public Services** will be managed by **Brian Mitchell** who also continues as our Director of Marketing.

* **Discrete Manufacturing and Defence, and Consumer and Process Manufacturing**. These CBUs will be managed by **Colin Kidd**.

* **Health Industries** will be managed by **Dianne Edwards**.

* **Communications, Education and Enter-tainment** will be managed by **David Major** who also continues as our Director of Professional Services.

All PBU and CBU managers will report to me and their respective GIA/Corporate BU manager.

This new structure provides us with the opportunity to take a balanced approach to the strategic and tactical opportunities that will arise by reviewing the business from both a Business Unit and a field perspective. The key factor to future long term success is balance – balance between our customerfocused field operations and the nine businesses.

In line with our restructure, we will continue to emphasise the strategic importance of our **Channels Marketing** group led by **Peter Grob** and our **Systems Marketing** group led by **Don Cooper-Williams**. Both our Channels partners and our Alpha AXP product line are vital to our success in FY94 and beyond.

With our new organisation the BU Managers will join with the SPRMC and the GMs to help and support our account teams, channel partners, sales, support and service delivery professionals and our functional groups to lead SPR to another outstanding year.

S.A. LEADS THE WAY

Increasingly governments and private sector companies are requiring that the companies they do business with show evidence of adherence to international and Australian standards.

There is a major push within Australia for companies like Digital to be assessed and become an accredited organisation. This means demonstrating that we have a quality system in place which can be audited by an external body for conformance to the relevant standards.

We have already had Manufacturing/Logistics accredited to ISO 9002/ASA 3902 and CSS have also been assessed and received accreditation to ISO 9001/ASA 3901.

A big challenge for us is to have the field offices around the country become accredited. South Australia has led the way and in May was recommended for accreditation to ISO 9002/ASA 3902. The process began 18 months ago and has been led by Quality Consultant Ivan DeFavari with encouragement and commitment from General Manager John Bolton and all the Adelaide team. They were ably assisted by Geoff Brundle from Quality programs.

Putting a quality system in place and ensuring that all processes reflect the business and are documented properly has been a mammoth task. Ivan has been like an Italian terrier with absolutely no acceptance of "no" and "go away Ivan" as being part of his vocabulary.

The hard work has paid off and we now have an accredited field office which we believe is a first for Digital. We also have a system we can now use in the other states. ■

MEMO

Congratulations to the Adelaide field office on their accreditation to ISO 9002. This is a significant accomplishment, and I know that it required hard work by the entire team. As everyone knows, our internal Quality practices are increasingly being visible to our customers around the world. Confidence in those practices can often be the deciding factor in a customer's choice of computer suppliers.

I know that customers in Australia have attached great importance to accreditation of quality systems and Adelaide's response is commendable. As other markets around the world begin to require that field activities be accredited, Adelaide's accomplishment will be the benchmark for them to meet. It is an example of real leadership, and I am very pleased with the outcome.

Win Hindle,
VP of Ethics, Business Practices and Quality

All Systems Go for BP

We have completed one of our biggest systems integration projects in Australia - the $16 million PetroLink system which connects BP's distributors across Australia on a single network.

The 18-month project, completed on time and on budget, upgrades and automates BP's 10-year-old sales administration technology.

More than 40 Digital staff and consultants, headed by John Cummings, worked on the project as a team with BP specialists and distributors. ■

EXPORTING TO THE WORLD

We have been given a high commendation in the NSW Exporter of the Year Awards for exporting $75 million in locally-manufactured computer hardware and software in 1992.

Judged on product nature, local content, quality, growth over five years and sustainability, the awards are given in five categories.

Entered in the Large Manufacturer category, we have grown our exports, mainly networking and telecommunications products, from zero five years ago to $75 million last year, a total of $155 million in that time.

Most of our exports were designed and produced at Lane Cove. ■

EMPLOYEE SURVEY DIFFERENT THIS TIME

When released later this month, the results of this year's employee survey will be handled differently to the 1991 survey.

For a start the communication of the results will be treated differently. After the SPRMC and the General Managers have been formally presented with the results, the Human Resources (HR) Account Managers will go into the field to make presentations and discuss results with different work groups. Plenty of scope for participation and understanding will be built into the process.

We have the opportunity this time to compare results with the last survey conducted in 1991 - this was the reason a number of the same questions had to be asked again. The focus will particularly be on the issue of morale - the general level across the company, the different morale levels to be found in different groups and the reasons given for morale highs and lows.

Perhaps most importantly, the action taken because of the results will be different. How the information will be used will be to a certain extent driven by the different groups. Each function/district will know its results in detail as well as the company-wide results. They will need to decide for themselves, with the assistance of HR, how they want to take advantage of this additional knowledge. Each group will probably have specific issues to address, so action plans will need to be created by these groups if they want to try and make changes.

Not so different to the activity resulting from the last survey is the fact that where there appears to be an issue which is company-wide and which needs to be tackled company-wide, it will be the decision of the SPRMC to take action or not.

For instance, the last survey told us that communication was a major problem for people. This prompted the SPRMC to implement the 3D program. Likewise, the last survey suggested that the morale level between men and women within Digital is different. This knowledge prompted the creation of a special group, the Women in Digital taskforce, who are working to gain a better understanding of this issue and to recommend specific actions that will gradually raise the level of morale for women.

Overall, we can anticipate that the difference between the two surveys will be the involvement of HR and the tools they will provide - interactive presentations and support for managers and staff to use the results if they choose. ■

EMPLOYEE STOCK PURCHASE NEWS

The second payment period for the Employee Stock Purchase Plan (ESPP) has been completed. This period commenced on December the 1st 1992 and ran till the 28th of May 1993. During this payment period, 164 employees in Australia participated in ESPP and purchased a total of 7,901 shares. The purchase price of the shares for ESPP participants was US$28.00 while the ending Fair Market Value was US$44.50 giving a 'book' return of approximately 59%.

There is no reason to believe this attractive return will not occur again in the next period or any other investment period in the future.

Interest in participation for ESPP has increased substantially for the next payment period with over 40 new applications for ESPP information being received.

Participation is available for all full time permanent employees in Australia with a minimum of 6 months continuous service. Employees can elect to have between 2 and 10 percent of their superbase deducted from after tax pay over each six month payment period.

Employees can apply at any time to participate in ESPP. However, once a payment period starts, the application is not effected until the beginning of the next payment period.

This program is only available in Australia. For more details on ESPP please contact Robin Doube.

ESPP EXTRA — Digital Equipment Corporation (Australia) Pty Limited gained the first exemption granted in Australia from the Australian Securities Commission for an Employee Share Scheme.

This exemption means that Digital will no longer have to comply with the prospectus provisions of the Corporations Law with respect to the ESPP. As a result, there will be considerable savings to Digital in administrative costs, legal fees, printing and distribution costs as well as making the whole process a lot simpler for employees to read and understand.

Thanks go to Chris Chapman from the Law Department and Robin Doube from Human Resources for their concerted efforts in securing this exemption.

A special place

Before taking on a job in one of our smaller and more remote offices, it's important to read the fine print because special conditions apply.

As Larry Podmore explains it, self-reliance is the name of the game and being a Jack or Jill-of-all-trades is the number one prerequisite.

"We can't justify having experts in any specific area because of our size and we don't have Digital Business Partners in Tasmania because there's not enough business to warrant specialised applications. So it's mostly a matter of applying ourselves to a wide range of industries and customer requirements," says Larry.

As Tasmania's sole sales representative, Larry services customers in as diverse industries as manufacturing, education, government and retail. Finance and banking is the responsibility of the Melbourne office.

Larry is accompanied in Hobart by Mark Flaherty in sales support, Lynda Carmichael who is office manager and engineers Graeme Taylor, Graham Roberts and Jack Pindell.

The Launceston office is staffed by engineers Greg Knight, Robert Clive and Kevin Quan.

"Working in a place like this is also special because we have a particularly happy customer base," notes Larry. "It's in the nature of a small community that the relationships are more casual and in some ways we can give customers attention more often."

Proof positive of Tasmania's happy customers was an "off-the-scale" high rating in a recent survey of Digital customer/supplier relationships, run by a US consultant as part of the Imagine seminars.

As an example of how we keep the customers satisfied in Tassie, a unique memorandum of understanding has been signed with our main customer, the Tasmanian Hydro-Electric Commission. As well as providing both management and technical consulting we have a commitment to keeping them up to date with the IT industry in exchange for their commitment to taking advice from us on all their technology plans. That special relationship is nurtured additionally by Program Manager Mike Ireland from Melbourne.

While it is unfortunate that smaller offices like Hobart often miss out on events that go around to other capital cities, Larry and the team are obviously doing the right things to win customer confidence and commitment - in fact TZO reached budget in February.

"Not bad for an outpost!" comments Larry. ■

Exterior of Hobart Office

THE HOBART TEAM minus Jack Pindell. Back: Graham Roberts, Lynda Carmichael, Larry Podmore, Graeme Taylor. Front: Mark Flaherty

Engineer Graham Roberts helps out in reception.

SHOWING off

Magda Szubanski hostessed our Windows NT launch.

It was a launch intended to lift customers, prospects, Digital Business Partners and the press to new heights of awareness of Digital's capabilities - and the message was certainly well received.

The launch was held last month to proclaim Digital's unique accreditation as a Microsoft solution provider for corporate Australia. This was was not a product launch - it was to announce that with our Alpha PC, and by incorporating Microsoft Windows NT into our product offerings, we have taken the leadership in open systems technology, service and planning.

Microsoft has dominated the desktop computing market with Windows and DOS, another very popular operating system. With Windows NT it is attempting to push into the world of corporate computer networks, where operating systems like UNIX and IBM's OS/2 have had great success.

Most corporations use a mix of computers. Financial analysts run spreadsheets on their desktop computers, while engineers and graphics people rely on more-powerful workstations. Minicomputers manage large databases.

With Windows NT Microsoft has created a single operating system for all of these various machines and Digital is the first company to offer the Windows NT solution.

The concept for the launch was a plane flight and hotel venues in Sydney, Melbourne and Canberra were decorated to look like the inside of a plane.

The 'flights' were 'captained' by Brian Mitchell and 'co-piloted' by Garry Jackson, Managing Director of Microsoft.

'Senior Flight Attendant' was the hilarious Magda Szubanski of Fast Forward fame.

'Imagine Airlines' showed two in-flight movies: "Breaking the Threshold" starring Digital President Bob Palmer and "Window with a View" starring Microsoft President Bill Gates.

Each attendee received a fully working Beta Windows NT kit in commemorative Digital packaging - a significant gift because the software is not available here until August.

Windows NT - a launch with a lift.

❖ ❖ ❖

We are sponsoring the Alice Springs Art Foundation prize for the prestigious annual competition that attracts some 130 entries from artists nation-wide.

This year, known as the Digital Alice Springs Art Award, the competition will be run in September and carries a first prize of $5000 and six weeks' residency to work with the rich colours and stark landscape of the area.

Inaugurated in 1970, the competition receives excellent media coverage and attracts the attention of galleries in every State.

Alice Springs Manager Cliff Row says the event not only furthers the interests of the immediate community but contributes to the cultural growth of the country as a whole.

• Alice Springs Art Foundation president Barbara Lee with Digital Equipment Corporation (Australia) site manager Cliff Row.

❖ ❖ ❖

The Blackwoods Fair held at Darling Harbour in May was by all accounts an "amazing" event.

Some 25,000 people walked past our massive model Digital terminal and heard our DECtalk product announce prizes for customers picked at random from the Blackwoods database by Wilsons software.

Our stand at the fair gave Blackwoods' customers a chance to sample our text retrieval system. All they had to do was quote a line from Shakespeare and our system would match the quote to the correct play or sonnet. One eager chap quoted three verses from Macbeth to the astonishment of our man at the stand, Manufacturing Marketing Manager Graham Wilkinson.

Blackwoods Account Manager John Bonouvrie was pleased to hear Blackwoods Group General Manager Peter Fay comment, "Information technology is important to us because anybody can deliver nuts and bolts but our customers will judge us on the information content that we deliver.

After 20 years of implementing major computer systems within Blackwoods, each enjoying a degree of difficulty unimagined at purchase time, we can truly say that Digital is our first major supplier that was able to deliver the project on time and on budget."

❖ ❖ ❖

Also held at Darling Harbour at the same time as the Blackwoods Fair was the 18th International Mineral Processing Exhibition and Congress, the largest exposition for this segment of the manufacturing industry in the southern hemisphere, attracting some 5000 delegates from around the world over a five-day period.

We were the only computer company with a stand at the event, well positioned at the entrance. To highlight the capabilities of computerised applications in the mining and mineral processing industry, four Digital Business Partners exhibited their applications on our stand - Laboratory Systems, Tech Control, Computer Systems International and BBN.

International Marketing Manager for the Process and Resource industries, Peter Atkin, co-ordinated our involvement in the event.

❖ ❖ ❖

Peter also managed our sponsorship of two major seminars for the Forestry industry. We brought the world's foremost expert on technology in the paper and pulp industry, Ole Fadum, out from the US, accompanied by Digital consultant with the Forestry Customer Business Unit (CBU), Jim Black from Portland, Oregon.

The seminars were titled Improving Profitability Through Integrated Information and were run in Rotarua (NZ) and Melbourne, attracting some 100 senior customers and prospects from the paper and pulp and associated industries.

In addition to the two-day seminars Ole and Jim visited every major paper and pulp company in Australia and New Zealand, some of which visits took the form of paid consultancy.

Feedback indicates that the seminars and the company visits substantially increased industry awareness of our capabilities in this major area.

❖ ❖ ❖

Later this month we will open our first office in Gladstone, Queensland. In response to increased opportunities in central Queensland, Service Engineer Graham Ellis who has covered the Gladstone area for us for many years will now be joined by Engineer Peter Stoddart and PRAXA Account Manager representing Digital in central Queensland, Darren Peacock.

To announce our office opening and highlight our commitment to the region we are inviting all major customers and prospects to an afternoon of golf, followed by a cocktail party at the city's most prestigious hotel, the Country Plaza Hotel. ■

Peter Fay, Blackwoods General Manager and his executive committee gave 'customer satisfaction' true meaning by shaking the hand of every attendee at the fair - some 25,000 people.

Our model video terminal created a grand entrance to the Blackwoods fair. Blackwoods has 150,000 product items, 79 branches and expects to turn over $500M this financial year.

The Miner presents a Special Corporate Profile

digital

"We will be totally customer-focused, investing for growth to achieve increased productivity and reduced cost for our customers."

Bob Palmer
CEO
Digital Equipment Corporation

DIGITAL'S NEW ERA IN MINING AND MINERAL PROCESSING

Our involvement with the International Mineral Processing Expo coincided with the publication of this four page profile on Digital in the Miner magazine.

WORKSHOPS FOCUS on women

Valuing and optimising the diversity in our workforce is key to Digital's success. In May all female employees at Level Eight or below (some 80% of the women in Digital) were invited to a series of one-day workshops, held at SNO as a Women in Digital (WID) initiative to address some of the issues facing the largest minority group in our company - women.

The response was excellent and the five workshops were filled within four days by attendees from Sydney, with at least one representative from each geography - and there was a waiting list.

The workshops were designed by consultants Imogen Wareing and Evelyn Lundstrom to focus on critical aspects of career planning for women and to provide an awareness of the importance of taking responsibility for oneself.

Along with seminars and discussion on topics such as strategies for success, the glass ceiling concept, personal presentation and self-awareness, interesting input came from motivational speaker Juliet Jordan from The Voice Business Company, offering practical advice on smart ways to use one's voice. See photo front cover. Jeanette Gandy practices voice projection.

These workshops were designed to raise awareness and will be followed by career planning skills workshops to address the main issues raised. ■

The Group Grows

WID has expanded to include a broader spectrum of SPR's female population and another man.

The group is now comprised of:

Lisa Bingley
Sandra Valentine
Maggie Alexander
Greg Bourke
Leanne McManus
Anne Yabsley
Christopher Chapman
Lorraine Smith
Anita Paul
Angela Squires
Cassandra Elis
Matthew Gardiner
Marianne Starkey (Chairperson)
Jenni Davis (Vic)
Fiona Campbell (NZ)

FAIR COMMENT

Focusing attention on the critical issues for women in Digital seems to be a step in the right direction but some of the workshop attendees had some constructive comments on how to improve the effort.

Ros Mitchell, SNO Executive Administrator (pictured top right): "We saw a worthwhile video which looked at the way women downplay their capabilities and showed that with confidence we can break typecasting. However, I would have liked more specific information for career planning within Digital."

Tracey Blanch, SNO Purchasing Specialist (pictured middle): "It was a good opportunity to discuss what women would like to see happen in Digital and the changes we would like to put in place."

Denise Robinson, SNO Master Scheduler for PCs (pictured right): "I thought it was great - to the extent that I now have a new job! It gave me the confidence to try for something different. The information on personal presentation was excellent and the main presenter influenced me because she had broken out and created her own success. Considering I would not have applied to do the course on my own accord, I guess I have Mohamed Haddadi to thank for my new success as he urged me to attend. ■

TAKING OPPORTUNITY where it arises

Planning a career path within Digital can involve moving in and out of different functions. We talk to some of the Digits who have done just that.

Gary Dawson

Gary joined Digital in Auckland in 1987 as part of the field service development program which hired non-sales people from outside the company and gave them sales training. Gary had been a school teacher, specialising in career guidance counselling.

As a sales representative Gary became involved in the manufacturing industry and over the next five years achieved DEC100 three times. In 1991 he was appointed manager of the manufacturing and commercial sales team and last year became Auckland sales manager.

Testament to his flexibility, Gary was this year also appointed to the position of NZ human resources manager and for the past nine months has had a third role to play as acting general manager for Auckland.

"I think I have always sought new challenges and had the adaptability to take up something that is quite different. Coming from a schoolteacher background has perhaps given me a broad area of understanding about the needs of customers as well as of employees."

Brenda Williams

Brenda began her life as a Digit in 1973 as a secretary in the Albuquerque, New Mexico office. Using the Tuition Refund program, Brenda studied for a computer science degree at night and over the next 12 years progressed through to order processing manager for the district, then to word processing support specialist, software support specialist and then into sales in the government systems group, specialising in office automation.

In 1984 Brenda's husband was offered a teaching position at the Conservatorium of Music in Brisbane and as it happened the Brisbane office was looking for a sales person with ALL-IN-1 expertise. Brenda got the job and is now unit manager for the BBO sales group.

"I've always been keen to take on more responsibility and I'm very persistent, but I have to say that it's easier to become upwardly mobile once you've moved beyond the wage class two group. Wage class two to wage class four was a tough barrier to break."

Joe Wallace

In 1987 Joe took on his first job in Digital as NZ MIS Manager. Apart from some selling experience a decade previously Joe had always worked in MIS and mainly in managerial positions. It was not a completely contrasting move when in 1990 Joe became Business Manager for NZ Operations.

It was a change of style however when, amidst the transition push, he joined the manufacturing and commercial team as a sales person. After a "rough six months", Joe began to find his feet and now, two years down the track, he has won his first Success100.

"Change is a major challenge but I like dealing with people and that has been a benefit to building relationships with customers. I've also found by comparison to my previous experience in sales that because Digital is generally well known there is a lot that is already understood when you talk to a prospect. This makes my job much easier. "Being part of an industry where change is the norm made it easier for me to see my new role as an opportunity. Staying within Digital was also important because of its culture of caring for people. I knew, in the end, being successful meant having the right attitude and making best use of my people management and natural selling skills."

Doreen Cavan

In 1985 Doreen Cavan joined Digital in Canberra as a receptionist/secretary, doing all the odd jobs required to look after the 40-strong office. A year and some internal development courses later Doreen became contracts administrator for CAO.

In 1988 Doreen decided to move to Perth. She had been in the city for exactly one hour when she received a call from the Perth office. A discussion between the CAO and WPO sales managers had resulted in Doreen being offered the job of sales administrator for WPO. Two years later Doreen was offered the job of managing the inaugural WPO Operations Group.

In July 1991, when for family reasons Doreen decided to move to her home town Sydney, she applied for and got the job of senior operations specialist and was soon promoted to NSW operations manager.

When the Quantum project began - part of a global project to reorganise our supply and administration processes for the On Demand business - Doreen was appointed as Business Manager/Liaison. In this role she has the responsibility for the 'people' aspect of the project, training and working with Digits throughout SPR to deal with the impact of the changes.

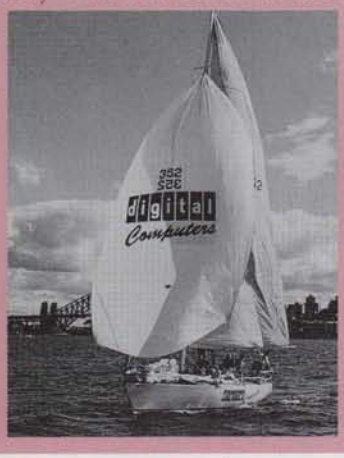
"I'm not afraid of hard work or of finding out I've made a mistake. In fact I think I've got a brutal honesty that has helped me significantly. I've always been up front about seeking out the support I need."

health care industry GETS A BOOST

A recent visit from our corporate health guru, Willow Shire, went a long way to boosting the opportunities available to SPR in the health market place.

Willow, VP and Health Industries CBU (Customer Business Unit) Manager spent time with the NSW Department of Health, South Australian Health Commission and Faulding Pharmaceuticals in Adelaide, the Federal Department of Health in Canberra and Waikato Health Board in NZ during her May visit.

In her 16 years with Digital Willow has held a number of senior management positions, including managing the Laboratory Data Products Marketing organisation and working closely with Ken Olsen in the start-up of the Corporate Operations Committee.



Corporate VP of Health Industries Willow Shire.

Under her management our healthcare business has become one of the most important areas of opportunity for the company, reflected in the fact that Digital is now rated as the number two supplier of information technology to the world-wide healthcare marketplace.

During her stay in Sydney, Willow was also able to combine a little sight-seeing with her customer commitments. Escorted by Healthcare Marketing's Glyn Danter and NSW Health Unit's Helen Mair, Willow enjoyed a harbour cruise aboard the "Morpheus" on a finance industry event accompanying the yachts in the Digital-sponsored CYC winter series. ■

VTX infobase UPDATE

We now have on-line access to the alphabetical and numerical listings for Digital printed forms and brochures and contracted stationery products.

To access this detail within VTX choose:-

1. Local Infobases
25. Stationery and Forms

This will take you to the Main Menu of:-

1. Stationery Products
2. Digital Printed Forms, Brochures and Digital branded products
3. Ordering process

The Hotel listing has also been updated in VTX. For the new rates and places to stay choose:

1. Local Infobases
3. Travel
4. Hotels/Motels

For more information contact Tracey Blanch on extension 7160. ■

WINNING STREAK

Account:	AMDOCS
Order By:	Keith Parris
Assisted By:	Tony Combes, Damian Kenealy, Sarah Fogarty, Jenni Davis, Victor Nah and Julie Barbieri
Location:	Melbourne
Value:	$1.7M
Application:	Australia-wide management of customer contracts via Image terminals

Account:	University of Adelaide
Order By:	Keith Gillard
Assisted By:	Richard Sharpe
Location:	Adelaide
Value:	$160K
Application:	New Alpha-based platform for their Corporate Management Information Systems

Account:	Peters Foods (Subsidiary of Pacific Dunlop)
Order By:	Andrew Meier
Assisted By:	Simon Weber, David Tickner, Chris O'Reilly, Bruce Kelton and Rod Moore
Location:	Melbourne
Value:	$750,000
Application:	Provision of three telemarketing centres

WORLD UPDATE

South Africa ... As of this month we are open for business in South Africa with a wholly owned subsidiary, Digital Sales & Services South Africa (Pty.) Limited, headquartered in Sandton, outside Johannesburg.

We now conduct business in 14 African nations and 100 countries worldwide.

In South Africa we are not only operating as a information technology vendor but as a participant in the development of the community. The first phase of our community activities is the introduction of Project REACH, which stands for Road to Educational ACHievement - an innovative human development initiative that addresses several primary needs among young adults: education, self-empowerment, leadership development and reinvestment within the community.

The project has been uniquely adapted for South Africa, patterned after Project REACH, which has been successfully operating in Boston, Massachusetts under Digital's sponsorship since 1988.

America ... We have eliminated the use of ozone depleting substances (ODSs), including chloroflurocarbons (CFCs), from our worldwide manufacturing operations - 18 months in advance of our goal for elimination.

CFCs are used traditionally as lubricants and cleaners in manufacturing operations and since 1988 we have worked to find alternatives to these harmful chemicals.

The elimination of the ODSs from direct manufacturing brings us to 97 percent ODS-free in our manufacturing, engineering and service operations.

We plan to eliminate the remaining three percent by the end of calendar year 1993.

Europe ... We have become the first major US computer company to open a wholly owned subsidiary in Romania.

The establishment of Digital Equipment Romania, headquartered in Bucharest, marks our seventh direct subsidiary opened in the last three years in the emerging democracies of central and eastern Europe. We also have subsidiaries in the Czech Republic, the Slovak Republic, Hungary, Poland, Russia, and Ukraine.

Digital has been active in Romania since 1991, working with local companies assisting in application development and providing consulting services for both software development and systems integration.

CAREER MILESTONES

July

Ben Deguzman MFG SNL
Carolyn Dwyer CS SNO
Stan Gifford DS SNO
Richard Hicks CS NZO
Cameron Morris SLS MEO
Patrick O'Halloran MKT SNO
Rob O'Meley CS SNO
Grant Ring DS MEO
Ardijanto Sardjono DS SNA
Allan Savage DS MEO
Rob Stewart SLS MEA
Greg Tinkler DS MEO
Klaas Visser MKT SNO
Don Wiltshire DS CAO
Tony Wood SLS MEA
Nick Carapellotti DS MEO
Andrew Chung FA SNO
Chris Halliday SLS SNM
Dave Johnson IS SNO
Andrew Phippen SLS SOP
Alan Williamson SLS MEO
John Winkler DS MEO
Glen Houghton SLS CAO
Gregory Knight DS UAO

August

Amanda Blades CS WEO
Gail De Vylder EDU SNO
Mai Douglas CS SNO
Melissa Gallagher IS SNO
Blair Phillips DS CAO
Geoff Smith SLS WEO
Dick Stenger DS SNM
Simon Tall FA SNO
Tony Gallagher DS SNO
Andrew Waites DS SNO
Suzanne Bellchambers OPS SNO
Andrew Chong CS SNO
Noel Dore CS BBO

technology watch

A nose by any other name....British beer drinkers support hundreds of local brands, all with a subtly different taste and aroma. To maintain quality, brewmasters depend on beer sniffers with highly educated noses. Now scientists at the University of Warwick in Coventry have invented an artificial nose that may rival the sensitivities of the professional smellers.

The device uses a dozen polymers, each of which reacts to the presence of a particular chemical in beer. By analysing the 12 signals, a computer can tell if the brew is okay.

The artificial nose may also be used in coffee roasting, perfume blending, and food processing. A key advantage is that the nose can be poked into temperatures or chemical concentrations unfit for human snouts. ■

MAKING THE MOST OF ALL-IN-1

Q How can I easily move between ALL-IN-1 and MISMENU. It's unproductive to exit ALL-IN-1 everytime I want to access an application.

A From your ALL-IN-1 menu type either MISM or MISMENU. This will take you to MISMENU from where you can choose any option. When you exit MISMENU it will return your session to ALL-IN-1.

Even better, if you know the name of the MISMENU option that you wish to access you can go straight to it from ALL-IN-1. For example, if you wish to access AQS and you're in ALL-IN-1 just type MISM AQS. This will take you straight in to AQS and will return you to ALL-IN-1 once you've finished.

Q What about VTX. Can I access it just as easily?

A Yes. From the ALL-IN-1 Electronic Messaging (EM) menu just type VTX. This will take you straight to VTX and return you to ALL-IN-1 when you've finished.

Q The VTX keystrokes are not the same as ALL-IN-1. Can I make them the same?

A If you type VTXA1 rather than VTX from the EM menu the keypad will be set up similar to ALL-IN-1. For example, instead of using PF1 "." to backup you would use KEYPAD 0.

Whether you use VTX or VTXA1, typing the HELP key will show all the different commands and associated keystrokes. ■

RUGBY a winning SCORE

The Digital State of the Union two-match series was played on June 6 and 13 between NSW and Queensland. Queensland won both games and Digital won some major publicity.

With bold signage across the grounds our name was featured in national television coverage, reinforcing the full-page advertisements we had in State of the Union newspaper supplements and sports magazines before and after the events.

We decided to sponsor the series because rugby is a relevant sport to our target audience. In the US, Scotland, England and Ireland we support rugby in the form of manpower and small donations to amateur clubs through to major financial assistance for state and national teams.

In Australia, we have become the first sponsors of the State of the Union series in its 113 year history.

Attendance figures were also a first in the series' history. The second game, held in Brisbane, scored a record crowd of some 22,0 fans. Director of Marketing Brian Mitchell presented the Queensland team with a beautiful Waterford crystal trophy in the shape of a football. The $40,000 phy was specially struck for the series, as was its man-of-the-match mini-version.

The crystal trophy is as much an emblem of Digital's skill and commitment in the computer industry as it is a symbol of success in the State of the Union Series. ■

Digitalk, the official magazine for employees of Digital Equipment Corporation in the South Pacific Region (SPR) is published six times a year by Digital Equipment Corporation (Australia) Pty. Limited, Corporate Communications SNO1-3/F5, 410 Concord Road, Rhodes NSW 2138 Australia. For internal use only

Publishing Editor/Writer: Klay Lamprell. Publisher: Hazel Broadbent. Editorial Committee: Klay Lamprell, Hazel Broadbent, Patrick O'Halloran, Tracey Blanch and Greg Bourke.

Contributors to this issue: Kerry Holling, Marianne Starkey and Robin Doube.

© Digital Equipment Corporation (Australia) Pty Limited 1993

Please send contributions to:
- Digitalk SNO1-3/F5
- ALL-IN-1 to Hazel Broadbent
- Telephone (02) 561 5192
- Facsimile (02) 561 5850

260288
ROBERT MACRAE
PRINCIPAL ANALYST/PROGRAMMER
SNO2-2/E4